

# NEWS

*for immediate release*



**MARICOPA COUNTY**  
**Environmental Services Department**  
1001 N. Central, Suite 550  
Phoenix, AZ 85004

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Maricopa County Environmental Services

## **Valley Water Providers Join Forces to Spread Quality Tap Water Message** ***Campaign Dubbed "Tap Into Quality"***

Tap water provided by Valley cities meets safety standards for drinking water and is convenient and affordable. That's the message being communicated by the "Tap Into Quality" public information campaign which began October 5, 1998. Participants include the cities of Chandler, Glendale, Mesa, Peoria, Phoenix, Scottsdale, Tempe; the Town of Gilbert; the Central Arizona Project (CAP); the Salt River Project (SRP); Maricopa County Environmental Services Department; and the Arizona Department of Environmental Quality.

Print and radio public service announcements and advertisements assure citizens their tap water undergoes more than 100 quality tests and must meet Environmental Protection Agency (EPA) and Arizona Department of Environmental Quality (ADEQ) standards and Maricopa County Environmental Services Department standards. Other messages include the value of tap water – five gallons for about a penny – and the convenience of having water at your tap that you can easily chill in your refrigerator, to make the taste more pleasing.

"We've done some initial research that showed a general misconception regarding the Valley's tap water," said Barbara Olivieri, City of Tempe Assistant Superintendent of Water Quality. "Our goal is to educate Valley citizens regarding the safety, convenience and value of their tap water. People may have other preferences regarding taste. That's alright. We just want to make sure they are making an informed decision."

The "Tap Into Quality" campaign prefaces Consumer Confidence Reports which all Valley residents will be receiving by the end of 1999. The Safe Drinking Water Act Amendments of 1996 require all cities to publish these Consumer Confidence Reports to inform customers on the quality of their water. These reports will include the results of all testing done on water provided to all Valley residents.

The "Tap Into Quality" campaign will run through 1999.

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## "Tap Into Quality" Local Contacts

### **City of Chandler:**

Karen Barfoot  
Ass't Public Works Director  
786-2798

Dave Bigos  
Information Coordinator  
786-2222

### **Town of Gilbert:**

Bill Taylor  
Water Supervisor  
503-6470

### **City of Glendale:**

Gene Michaels  
Water Quality Supervisor  
930-3919

Sandra Sanders  
Marketing/Communications Manager  
930-2965

### **City of Mesa:**

Alan Martindale  
Water Quality Supervisor  
644-3481

Andrea Rasizer  
Public Information Officer  
644-2569

### **City of Peoria:**

Brad Hill  
Water Policy Analyst  
412-7286

Kelly Corsette  
Public Information Officer  
412-7339

### **City of Phoenix:**

Bing Brown  
Public Information Officer  
262-6627

### **City of Scottsdale:**

Michelle De Haan  
Water Resources Analyst  
391-5685

DeEtte Person  
Public Information Officer  
994-7809

### **City of Tempe:**

Barbara Olivieri  
Ass't. Super. Water Quality  
350-8631

Diana Whittle  
Public Information Officer  
350-8906



**COULD YOU PASS 100 RIGOROUS TESTS EVERYDAY?**

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**YOUR TAP WATER CAN.**

More than 100 tests are performed on your tap water to ensure it is always completely safe to drink. The Valley's tap water must meet all standards set by the Environmental Protection Agency (EPA) and the Arizona Department of Environmental Quality (ADEQ). Valley water providers are committed to maintaining the safety and quality of your tap water.

So, if you want to ensure the safety of your drinking water...  
Tap into Quality ... the assurance of tap water.



Brought to you by Valley cities, Arizona Department of Environmental Quality, Maricopa County, the Salt River Project (SRP) and the Central Arizona Project (CAP)